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Amendments To The Claims:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. When strikethrough cannot easily be perceived, or when five or fewer characters are deleted, [[double brackets]] are used to show the deletion. The status of each claim is indicated with one of (original), (currently amended), (canceled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 33-65 and add NEW claims 66-94 without prejudice or disclaimer in accordance with the following:

Listing of Claims:

1-65 cancelled

66. (new) A method for delivering a weather-related advertisement to an individual, the method comprising:

- a. Building a weather-related advertisement according to a scenario determined at least partially according to a prediction of the weather;
- b. selecting the weather-related advertisement according to weather information about expected weather conditions, said expected weather conditions being related to a geographically confined area and a defined period of time and wherein said weather information is determined according to location-based nowcasting, and wherein said weather-related advertisement is selected according to at least one rule by a rule

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engine; and

c. delivering said weather-related advertisement to the individual.

67. (new) The method of claim 66 wherein said user location and time of day is automatically obtained from a wireless device.

68. (new) The method of claim 67 wherein said wireless device is selected from the group consisting of a mobile telephone, portable device, PDA, mp3 player, mobile processing unit, mobile computing unit.

69. (new) The method of claim 66 wherein said Rule engine obtains external data is selected from the group consisting of weather information, advertiser information and user information.

70. (new) The method of claim 69 wherein said external weather information is selected from the group consisting of national and international meteorological agency, independent meteorological supplier and a private meteorological data.

71. (new) The method of claim 66 wherein said user information is selected from the group consisting of historical data, preferences, brand loyalty, hobbies, marital status, age, sex, health, consuming habits, or family status.

72. (new) The method of claim 71 wherein said advertiser data is obtained from said advertiser or from a third party.

73. (new) The method of claim 69 wherein said advertiser data is selected from the group consisting of advertisement, advertisement rule, end user characteristics, target audience information, delivery mode and advertisement media.

74. (new) The method of claim 66 wherein said at least one rule is abstracted from a rule engine matrix.

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75. (new) The method of claim 74 wherein said matrix comprises data relating to user information, advertiser data, and nowcast weather information.
76. (new) The method of claim 66 wherein said advertisement is delivered to a display.
77. (new) The method of claim 76 wherein said display is associated with a device selected from the group consisting of a computer, wireless device, mobile telephone, billboard, interactive television, a hoarding, a sign, portable device, embedded device, PDA, and a displayed Web page.
78. (new) The method of claim 77, wherein said wireless device comprises a display screen, and wherein said advertisement is displayed in conjunction with said nowcast on said display screen.
79. (new) The method of claim 66, wherein said advertisement is selected according to a plurality of rules by said rule engine.
80. (new) The method of claim 66, wherein said learning engine compiles said advertisement specific to nowcast parameters, user information and advertiser information.
81. (new) The method of claim 66 wherein said advertisement is delivered in the form selected from the group consisting of text, coupon, animation, video, audio, storyboard and picture.
82. (new) The method of claim 66 wherein said advertisement is delivered via wireless communication protocol.
83. (new) The method of claim 66, wherein the advertisement is delivered to a plurality of individuals having at least one similar characteristic.
84. (new) The method of claim 66, further comprising: determining efficacy of an advertisement on a consumer activity of the individual by said rule engine.
85. (new) The method of claim 84 wherein an advertisement is updated according to said efficacy report.

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86. (new) A system for providing weather-related advertising to a user through an electronic device, comprising:

- a. a weather server for providing at least one weather related parameter wherein said weather related parameters are determined according to location-based nowcasting; an advertising rule engine for selecting an advertisement at least partially according to said at least one weather related parameter, wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference(s) and/or consuming habit(s) according to the weather; and
- b. a server for serving said advertisement to the electronic device.

87. (new) The system of claim 86, wherein said rule engine further comprises a database for storing at least one user characteristic and for selecting said advertisement also according to said user characteristic.

88. (new) The system of claim 87, wherein said rule engine comprises an advertising matrix for selecting said advertisement according to a plurality of rules.

89. (new) The system of claim 88, wherein said rule engine comprises a plurality of target groups and wherein said advertising matrix selects a target group for the end user, such that said advertisement is selected according to said target group.

90. (new) The system of claim 88, wherein said advertising matrix further comprises a story builder for building an advertisement according to a plurality of components.

91. (new) The system of claim 90, wherein said advertising matrix further comprises an animation matrix for providing a plurality of animated

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components, such that said plurality of components for building said advertisement comprise animated components.

92. (new) A method for delivering a weather-related advertisement to an individual, the method comprising: selecting the weather-related advertisement according to weather information about expected weather conditions, said expected weather conditions being related to a geographically confined area and a defined period of time; and delivering said weather-related advertisement to the individual.
93. (new) The method of claim 66 wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference(s) and/or consuming habit(s) according to the weather.
94. (new) The method of claim 66 wherein said user location and time of day is automatically obtained from an application or device chosen from the group consisting of a third party device, a third party application, and the internet.